

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Strategic Media Services, Inc
3299 K Street NW
Washington, DC 20007

Contract / Revision 572685 /		Alt Order # 09710609
Product NRSC 2012		
Contract Dates 10/17/12 - 10/23/12		Estimate #
Advertiser National Republican Senate Committee		Original Date / Revision 09/04/12 / 09/04/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB# 8201	Advertiser Code 6087	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/17/12	10/23/12	M-F 6a-630a	6a-630a		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				2	\$550.00			
N 2	6	10/17/12	10/23/12	M-F 630a-7a	630a-7a		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				3	\$550.00			
N 3	6	10/17/12	10/23/12	M-F 7a-730a	7a-730a		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				3	\$650.00			
N 4	6	10/17/12	10/23/12	M-F 730a-8a	730a-8a		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				2	\$650.00			
N 5	6	10/17/12	10/23/12	M-F 8a-830a	8a-830a		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				3	\$550.00			
N 6	6	10/17/12	10/23/12	M-F 830a-9a	830a-9a		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				2	\$550.00			
N 7	6	10/17/12	10/23/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				2	\$315.00			
N 8	6	10/17/12	10/23/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				3	\$315.00			
N 9	6	10/17/12	10/23/12	M-F 1p-2p	1p-2p		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$150.00			
N 10	6	10/17/12	10/23/12	M-F 3p-4p	3p-4p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$200.00			
N 11	6	10/17/12	10/23/12	M-F 4p-430p	4p-430p		:30			NM	4	\$1,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				4	\$335.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
572685 /	09710609

Contract Dates	Product	Estimate #
10/17/12 - 10/23/12	NRSC 2012	

Advertiser	Original Date / Revision
National Republican Sen	09/04/12 / 09/04/12

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N 12	6	10/17/12	10/23/12	M-F 430p-5p	430p-5p		:30			NM	2	\$670.00																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																		
Week: 10/17/12	10/23/12	MTWTF--	2	\$335.00																																		
N 13	6	10/17/12	10/23/12	M-F 5p-530p	5p-530p		:30			NM	5	\$2,175.00																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																		
Week: 10/17/12	10/23/12	MTWTF--	5	\$435.00																																		
N 14	6	10/17/12	10/23/12	M-F 530p-6p	530p-6p		:30			NM	5	\$2,175.00																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																		
Week: 10/17/12	10/23/12	MTWTF--	5	\$435.00																																		
N 15	6	10/17/12	10/23/12	M-F 6p-630p	6p-630p		:30			NM	5	\$2,500.00																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																		
Week: 10/17/12	10/23/12	MTWTF--	5	\$500.00																																		
N 16	6	10/17/12	10/23/12	M-F 630p-7p	630p-7p		:30			NM	5	\$2,500.00																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																		
Week: 10/17/12	10/23/12	MTWTF--	5	\$500.00																																		
N 17	6	10/17/12	10/23/12	M-F 9-930p	9p-930p		:30			NM	4	\$4,400.00																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																		
Week: 10/17/12	10/23/12	MTWTF--	4	\$1,100.00																																		
N 18	6	10/17/12	10/23/12	M-F 10p-1035p	10p-1035p		:30			NM	3	\$3,000.00																										
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Week: 10/17/12	10/23/12	MTWTF--	3	\$1,000.00																																		
N 19	6	10/17/12	10/23/12	M-F 1105p-1135p	1105p-1135p		:30			NM	5	\$1,125.00																										
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/17/12</td><td>10/23/12</td><td>MTWTF--</td><td>5</td><td>\$225.00</td><td colspan="8"></td></tr> </table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>									Week: 10/17/12	10/23/12	MTWTF--	5	\$225.00								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																		
Week: 10/17/12	10/23/12	MTWTF--	5	\$225.00																																		
N 20	6	10/20/12	10/20/12	Sa 7a-9a	7a-9a		:30			NM	1	\$450.00																										
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/15/12</td><td>10/21/12</td><td>-----S-</td><td>1</td><td>\$450.00</td><td colspan="8"></td></tr> </table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>									Week: 10/15/12	10/21/12	-----S-	1	\$450.00								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																		
Week: 10/15/12	10/21/12	-----S-	1	\$450.00																																		
N 21	6	10/20/12	10/20/12	College Football on	various		:30			NM	1	\$2,000.00																										
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/15/12</td><td>10/21/12</td><td>-----S-</td><td>1</td><td>\$2,000.00</td><td colspan="8"></td></tr> </table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>									Week: 10/15/12	10/21/12	-----S-	1	\$2,000.00								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																		
Week: 10/15/12	10/21/12	-----S-	1	\$2,000.00																																		
N 22	6	10/20/12	10/20/12	Sa 930p-10p	930p-10p		:30			NM	1	\$1,000.00																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																		
Week: 10/15/12	10/21/12	-----S-	1	\$1,000.00																																		
N 23	6	10/21/12	10/21/12	Su 7a-9a	7a-9a		:30			NM	1	\$450.00																										
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Week: 10/15/12	10/21/12	-----S	1	\$450.00																																		
N 24	6	10/21/12	10/21/12	FOX News Sunday	9a-10a		:30			NM	1	\$250.00																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																		
Week: 10/15/12	10/21/12	-----S	1	\$250.00																																		
N 25	6	10/21/12	10/21/12	GB Packers Football	various		:30			NM	1	\$20,000.00																										
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Week: 10/15/12	10/21/12	-----S	1	\$20,000.00																																		
N 26	6	10/21/12	10/21/12	NFL on FOX 3p	3p-CC		:30			NM	1	\$4,000.00																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																		
Week: 10/15/12	10/21/12	-----S	1	\$4,000.00																																		
N 27	6	10/21/12	10/21/12	Fox 6 Post Game Show	various		:30			NM	1	\$2,750.00																										
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Week: 10/15/12	10/21/12	-----S	1	\$2,750.00																																		
N 28	6	10/21/12	10/21/12	Su 5p News	5-6p		:30			NM	1	\$600.00																										

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<u>Contract Dates</u> 10/17/12 - 10/23/12	<u>Product</u> NRSC 2012	<u>Estimate #</u>
<u>Advertiser</u> National Republican Sen:		<u>Original Date / Revision</u> 09/04/12 / 09/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$600.00			
N 29 6		10/21/12	10/21/12	Su 10p-1035p	10p-1035p		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,400.00			
Totals											78	\$64,860.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/23/12	78	\$64,860.00	\$55,131.00
Totals	78	\$64,860.00	\$55,131.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.